

The Fashion Shop

THE STYLE CENTER

A Blouse-Buying Opportunity--Literally Hundreds of Pretty New Blouses at Prices That Border on the Sensational

In the past six months more women have bought blouses here than ever before in the history of the store. Is that not significant? A department like this doesn't develop so wonderfully in such a short time unless its merchandise has an unusual appeal.

Friday and Saturday we shall hold an unprecedented Sale of Blouses. Unprecedented from a quality, value and price standpoint—offering values that are worth coming a long distance to secure.



Actual---

These sketches are actual—right from the blouses, but the lovely materials, the delicate colorings and the splendid workmanship cannot be pictured—that's the real treat in store for you.

Lingerie blouses, the kind that will look fresh and pretty after tubbing. Big Collars, frills and pin tuck trims. Exceptional values, at 98c, \$1.25, \$2.50, \$3.50, \$4.50, \$5.50

Pretty crepe de chene models. Novel collars, one style with embroidery front and lace edged collar. Exceptional values, at \$2.50, \$3.98

Exquisitely designed Georgette crepe and crepe de chine blouses. The quality is rich, while the trimming ideas are such as you rarely find in blouses at this price. All colors, tea, rose, yellow, chartreuse, gold, white and flesh \$4.48, \$5.75, \$6.95

Crepe de chene and Georgette crepe blouses—values that are decidedly in the "Extraordinary Class"—Blouses that add a new note of dressiness to any woman's costume. All the pretty new shades of green, tan, bisque, rose, pink and of course white. Blended trims, frills and pin tucks \$7.50



Important

For the benefit of you who wish to do your "mite" in this great "Red Cross" work and who find it inconvenient to come downtown, we have made arrangements to accept your membership by telephone and charge same to your account. This money will be turned over to the Red Cross Committee in charge and a membership slip and button will be mailed to you. No pledge for service is necessary.

Yearly Membership, \$1.00
Life Membership, \$25.00



Middies

98c, \$1.25, \$1.39, \$1.48

Summer time is Middy-time. A large assortment goes into this sale. Belted, laced and plain models. Some have colored collars and others plain white.

WE DON'T KEEP THE BEST—WE SELL IT

FEED—

PAINTS—

OILS—

FUEL—

ICE—

CORN, OATS, WHEAT and all kinds of CHICKEN FEED

MARTIN - SENIOR PAINTS and VARNISHES for every purpose. You can buy no better.

GASOLINE, KEROSENE We'll save you many a dollar before fall comes.

VAUGHAN & SON

PHONE NO. 5

and son, all of Hemingford, motored to Alliance Saturday to do some shopping.

A. M. Miller was here from Hemingford the first of the week.

Ben Johnson of Hemingford was in town Tuesday.

William Hollinrake was here from Hemingford, Tuesday, on business.

Ed Thomason has opened up a lunch counter at King's corner. One can now buy a soup of Oma and get a lunch at the same time.

Danny Lyons is opening up at the old Everett Cook location. New billiard tables have been installed, soft drinks will be sold, and a high-class place conducted. Danny says he'll be tickled to pieces to see all the old boys. He said to say all would be welcome as the flowers in May. The way it has been this year, Danny sure must have some welcome up his sleeve.

Johnny Hodgkinson, until May 1 with King & Wilson's, is now managing King's Corner, dispensing Oms and soft drinks, selling candy, tobacco, etc.

Fred Mollring was at Lakeside on business Monday.

John Jelinek was down from Hemingford Monday.

Mrs. Frank Engivet of Dalton visited Mrs. C. Schaffer the latter part of the week.

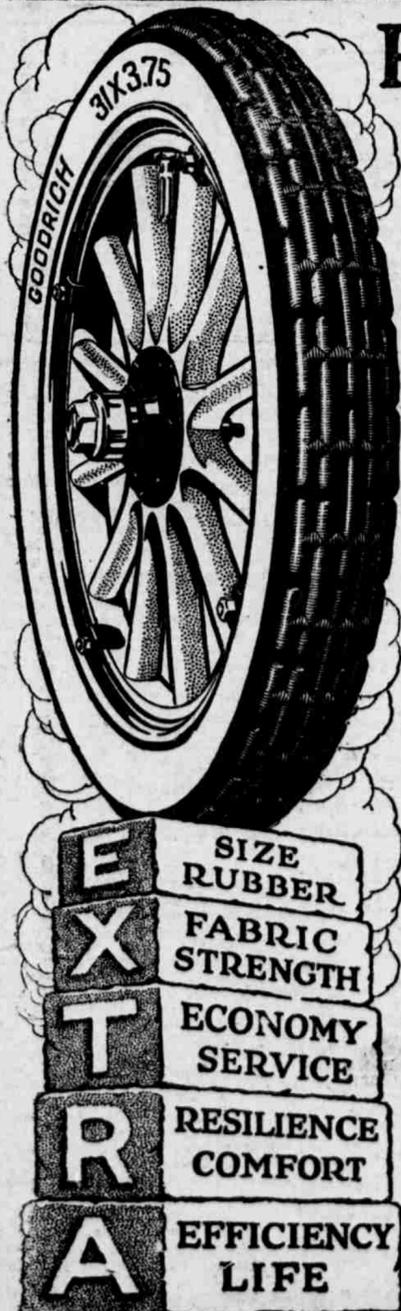
The Misses Grace and Florence Weidenhamer, who had been visiting at the home of W. M. Weidenhamer, left Saturday for their home at Burlington, Iowa.

Mrs. Ross Welton of Mullen, Neb., was in Alliance Friday on business.

The Woman's Foreign Missionary Society of the Baptist church will meet with Mrs. D. L. Sturgeon, 412 Emerson, next Wednesday afternoon.

Fair List Prices

Fair Treatment



Ford Car Tires de Luxe

GOODRICH

375 SIZE (31X3 3/4 INCHES) 375
BLACK SAFETY TREAD TIRES

SCORE another triumph for Goodrich skill and experience in rubber making—those new SUPER-SIZE TIRES for Ford cars—the instantly famous "THREE-SEVENTY-FIVE."

These are *de luxe* tires, expressly designed and built to meet the special needs of Ford cars, but Ford Car Tires of HEROIC SIZE made only in the five-finger Safety Tread.

Bigger with extra rubber and extra service, their greater resilience gives your car a greater comfort and efficiency that offset a higher first cost.

And they outlive ordinary tires.

Equip your car with them, and add value to its look, lengthen its LIFE, and double your enjoyment of it.

"Three-Seventy-Fives" on Goodrich's patented ARTILLERY wheels, with rims and felly combined, make a De Luxe Ford Car.

Order through your dealer.

The B. F. Goodrich Co.
Akron, Ohio



"Best in the Long Run"

AUCTION SALE

1000 Hereford Two-year-old steers, de-horned.

1000 Hereford One-year-old steers.

1000 Hereford One-year-old heifers.

Will be sold at the Stock Yards, Fremont, Nebraska, at 12:30 o'clock sharp

Wednesday, May 23, 1917

Extra Good Panhandle Hereford Steers and Heifers
This is a choice bunch of stuff and will suit anyone who is in the market for cattle. They will be sold in lots to suit purchaser. Freight paid to any C. & N. W., point to Pierre, S. D., Winner, S. D., Chadron, Nebr.

TERMS: Cash or Bankable Note

Maurice Degan, Owner

Ed J. Askwig and Tim Preece, Auct.